

BIA PARADE OF HOMES PLANBOOK



BIA Members Receive an Additional Discount

TARTAN RIDGE IN DUBLIN | JULY 11-26, 2009

Publication Date: Thu, July 9 | Reservation Date: Wed, June 3 | Materials Due: Mon, June 8

The Parade of Homes Planbook is the official tour program of the BIA Parade of Homes. This year's featured community is Tartan Ridge, a development designed with a foundation in early American architecture.

An advertisement in the Planbook is one of the best ways for builders, contractors, suppliers and home retailers to target a motivated audience with one's advertising message. Some 80,000 copies are distributed through "The Columbus Dispatch" and 20,000 copies are distributed to on-site guests.

New this year! Receive 2- or 3-time publication rates when you sign a contract to appear in the BIA Parade of Planbook as well as "At Home in Columbus" and/or "Capital Style."

"At Home in Columbus" is a glossy magazine featuring all-local content on current home and garden trends and offers an unbeatable circulation of 100,000. Columbus' newest magazine is "Capital Style." This quarterly publication serves as an expert resource for shopping, fashion, personality profiles, decorating tips and more.

Place your ad today! Contact your account executive directly, or call (614) 461-5500.

BIA Members: Receive a 10% discount off these rates.

Ad Size	Planbook*	2 Publications**	3 Publications**
Full Page	\$3,220	\$2,865	\$2,415
2/3 Page	\$2,595	\$2,315	\$1,950
1/2 Page	\$2,170	\$1,930	\$1,625
1/3 Page	\$1,565	\$1,395	\$1,175

*Ad rates are per publication insertion. Includes full color

Premium Positions

Back Page	\$4,440
Inside Cover	\$3,885
Inside Back	\$3,885
Page 3	\$3,330

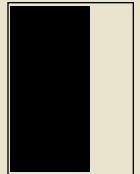
**Multi-publication ad insertions must be fulfilled by Dec. 1, 2009. "At Home" pub dates are June 11, Aug. 6 and Oct. 1. "Capital Style" pub dates are Sept 1 and Nov. 16.

Parade Ad Sizes

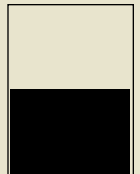
Full Page Bleed:
8.375" x 11"
Live text area is 7.5" x 10"
Full Page/No Bleed:
7.5" x 10"



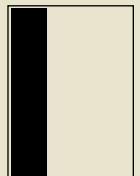
2/3 Page Vertical:
4.937" x 10"



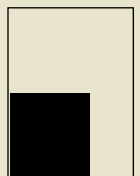
1/2 Page Horizontal:
7.5" x 4.875"



1/3 Page Vertical:
2.312" x 10"



1/3 Page Square:
4.937" x 4.875"



BIA Members

The Columbus Dispatch
dispatch.com

At Home
in columbus

CAPITALSTYLE